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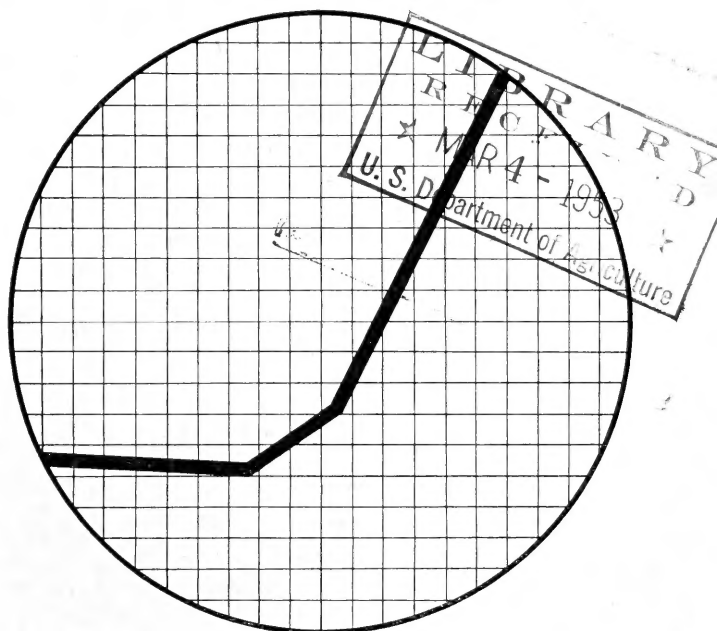
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The LYCHEE

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MONEY CROP



THE FACTUAL SIDE OF A NEW
FLORIDA RETIREMENT INCOME
OPPORTUNITY.

LYCHEE ORCHARDS INCORPORATED

LAUREL



FLORIDA

The LYCHEE and PROFITS

Facts supporting the financial side of Lychee growing are mounting each year as growers in widely separated sections of Central and South Florida contribute the benefit of their experiences in growing and marketing this delicious fruit.

The story is not yet complete, for the Lychee has only recently emerged from its experimental state in Florida, but slowly there is being pieced together an attractive picture of what the prospective grower can anticipate in the way of required investment and the subsequent return on that investment.

Those contemplating planting orchards of Lychee trees are understandably interested in the financial side of this new agricultural industry and it is for them that this summary of costs and returns is offered.

Planting and Early Maintenance

Initial cost of establishing a Lychee orchard will be found to approximate the investment required to put out a citrus grove of the same size, with the exception of the higher cost of the trees themselves. Lychee trees in wholesale lots for acreage planting will cost \$3.75 each—this price reflecting the expensive propagating techniques required to produce young trees. At the recommended 50 trees per acre, this brings the cost for trees to \$187.50 per acre.

Expense of buying and clearing suitable raw land will average around \$200 per acre. If the land chosen is already cleared, some savings will be realized on this part of the budget. The necessary investment to assure adequate water supply and drainage will vary with the locations under consideration.

Growers estimate the cost of planting and caring for 10 acres of Lychees the first ten years to be from \$8,000 to \$10,000, of which about half will be needed for the first year. This figure includes annual cultural expenses, fertilizers, etc. These estimates are based on cost figures compiled by the Agricultural Extension Service, University of Florida, Gainesville, Fla., for citrus groves averaging 10 years of age and under, for the year 1946-47. For Lychees, the addition cost for trees has been included.

Yield

Lychee trees begin to bear at the age of four to six years and remain in production for exceptionally long periods of time. The oldest trees in Florida are still far from reaching their prime. In their native China, Lychees produce heaviest from the fiftieth to the 100th year, and trees known to be much older are still fruiting.

Estimates of the production to be expected from Lychee trees in Florida are based on a ten-year cultural program at Lychee Orchards Inc., Laurel, as well as the experiences of a number of individual growers in various sections of the state. The grower can expect his production to increase from three to five pounds per tree at the end of five years to at least 60 to 80 pounds per tree at the end of ten years, and from 250 to 300 pounds per tree in the twentieth year, when planted on suitable soil and well cared for.

Fruit Prices

No one who has watched fresh Lychees sell at the fabulous retail prices that have prevailed the last several years believes that these prices will endure after the Lychee has become a high volume commercial fruit crop.

On the other hand, we should remember that the fruit is generally conceded to be one of the world's finest and consumers are eager to buy, so that the demand should keep pace with increased production. If, and when volume production brings a reduction from the present wholesale price of \$1.25 per pound FOB, prices in the foreseeable future should not go as low as 25 cents a pound. But even at that figure or lower, Lychees can be produced at a very satisfactory profit, beginning the sixth year.

An organization of Lychee growers is now in process of formation and will function to assist growers in marketing their fruit, and to keep product standards high so that a profitable price structure can be maintained.

Ten Years, and After

Figures based on actual experiences of growers indicate that a tract of ten acres should produce in its tenth year a minimum of 35,000 pounds of fresh Lychees. At an estimated expense for the year of \$1750, and receipts based on a minimum 25 cents a pound at \$8750, the grower should realize a net profit of \$7000.

That figure is very conservative, both as to the yield anticipated and in the price for the fruit. Although it estimates an average yield of 70 pounds per tree, growers report that well cared for trees ten years of age can be depended upon to produce at least 100 pounds of fruit each.

After the tenth year, profits should rise steadily, as experience shows that trees well cared for increase in production quite rapidly.

Selecting the Land

Selection of the proper location for a Lychee Orchard is of prime importance. To assist in this work, Lychee Orchards, Inc., will be glad to examine your land, help you take soil samples to be analyzed by your county agent, and make recommendations as to its suitability for Lychee planting.

To those who do not possess satisfactory land and to those looking forward to the establishment of a Lychee planting as a retirement income program, we offer our assistance in locating a suitable tract and in many cases can also arrange for the complete planting and care of the orchard up to bearing age and after.

All persons contemplating the planting of Lychees on a commercial scale are urged to visit our nurseries and orchards at Laurel, 14 miles south of Sarasota on US 41. Here, better than anywhere else, you will be able to get the full story of Lychee growing in Florida.

Tree Prices

Small trees, not less than 15" high, \$5.00 each, retail.
For acreage planting (50 or more trees).....\$3.75 each
All prices FOB Laurel. If trees are to be shipped by express, transportation charges are additional, plus 50c per tree packing charges.
Larger trees in containers, up to.....\$75.00 each



LYCHEE ORCHARDS INCORPORATED

Wm. R. Grove, President

LAUREL

SARASOTA COUNTY

FLORIDA